

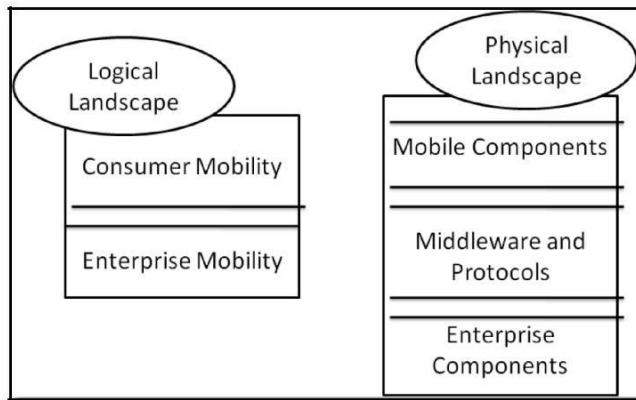


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Mobility Panorama:

It is classified into

- (1) Logical Landscape
- (2) Physical Landscape



Logical Landscape:

It describes the rationale behind mobility for different stakeholders.

Consumer Mobility:

- Focused toward the end user.
- Comprise mobility solutions such as social networking, games, shopping, bidding & utilities.

Enterprise Mobility:



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-
- Focused toward various stakeholders of an organization such as vendors, partners, suppliers, workforce and their end consumers.

 - Mobility is enabling enterprises to increase productivity of their workforce.

Physical Landscape:

It portrays the infrastructure that enables mobility.



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Logical landscape of mobility

Consumer mobility

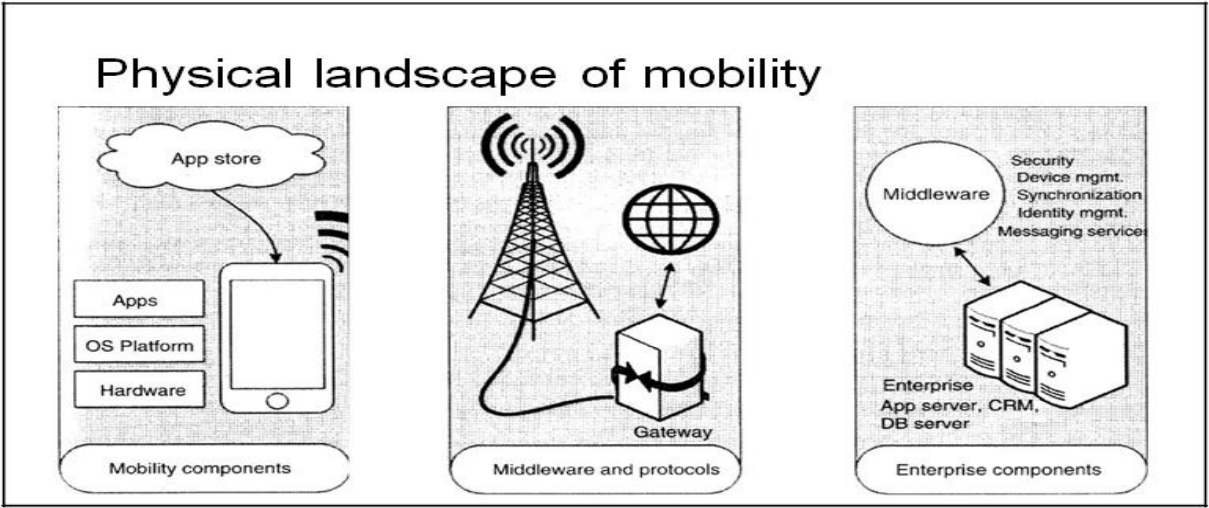
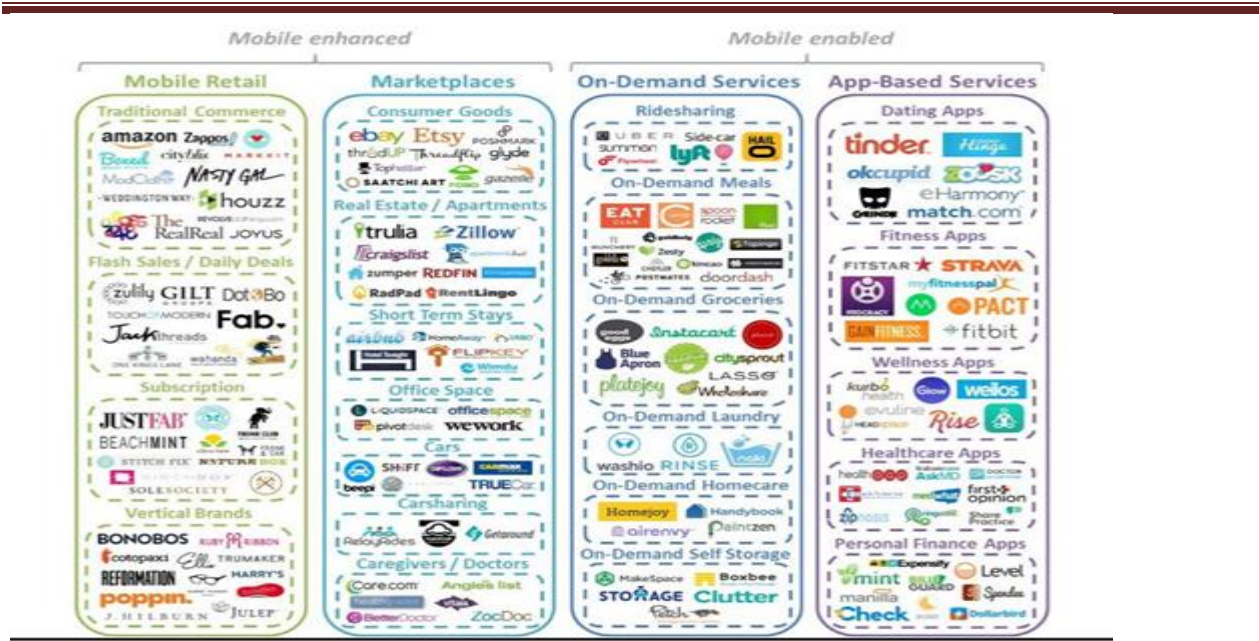
- Gaming & Entertainment
- Consumer banking
- Shopping and bidding
- Social network
- Browsing & searching
- Location based services
- And many more

Enterprise mobility

- Retail: In store offers, Mobile brochure.
- Energy and utilities: Energy management, Smart metering.
- Banking & finance: Mobile wallets, NFC payment.
- Manufacturing: Asset/inventory tracking, Real time monitoring.
- Telecom: Field service automation, Content digitizing
- Healthcare: Remote patient monitoring



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Mobile Components:

- Key mobility components are mobile devices, mobile platforms, and mobile app stores.
- Mobile devices are the centre piece of mobility, and available in different shapes and sizes such as smart phones, tablets, phablets and smart watches.
- Mobile platforms such as Android and Apple iOS, are software stacks that power mobile devices.
- Mobile app stores are online market places of mobile apps. Ex.

Google Play, App Store

Enterprise Components:

- Comprises hosts of servers, such as database servers and application servers that cater to enterprise portion of mobility solutions.
- Also comprise enterprise solutions that cater to the requirements of
 - data security



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- data synchronization between mobile devices and enterprise servers and identity management

Middleware and Protocols:

- It acts as glue between mobility and enterprise components.
- Access mechanisms such as Wi-Fi, Bluetooth, Code Division Multiple Access (CDMA), General Packet Radio Service (GPRS), and GSM are some key components of this layer that allow mobile devices to communicate.
- Other key components are gateways such as WAP and SMS

gateways that enable interaction between mobile devices and the Internet.